



**Sarah Solis,**  
Realtor®

Call/Text: 361.729.1144

## Specializing In

### New Construction



### Primary Residences

### Investment Properties



### Commercial Real Estate

### Land and Acerage



[www.BuyRKPT.com](http://www.BuyRKPT.com)

# Seller's Guide

*I work with my  
clients from beginning  
to end and thereafter.  
It is important to me  
that this isn't just a  
business transaction but  
a relationship.*



I have lived in the Rockport area for over 30 years and have over 20 years of real estate and marketing experience. I understand the local market and have a team of people for every step of the buying and selling process.

Your home is one of your most valuable investments, you should know everything you can about its value and marketability. I can answer your questions about buying or selling a home.



Scan Here  
for My Bio



### Ready to Sell . . .

- Well Versed in New Construction
- Specialize in Waterfront and 2nd Homes
- Virtual Tours Available
- Current Market Reports Available
- Attention to Detail From Start to Close
- Honesty and Integrity in Every Transaction

Sarah Solis, Realtor®

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# Top Tips for Preparing Your House for Market



## Before Listing Pictures are Taken:

### Outside

- Cut and Edge lawn
- Trim hedges and Pull weeds from flower beds
- Sweep walkways and patios
- Wash, Paint and Fix garage doors as needed
- Paint, Fix or Wash railings, steps, storm windows, screens and doors
- Remove clutter

### Inside

- Give home a thorough cleaning
- Remove or Replace installed items not to be included in the sale (window treatments, chandeliers, etc.)
- Clean out closets
- Replace burnt out bulbs and Clean light fixtures
- Replace batteries in smoke detectors
- De-personalize and Remove clutter
- Tidy up garage
- Touch up wall and trim paint as needed

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### Helpful tips for Showings:

- Keep pets out of the house. Take them with you, or isolate them in the yard or garage.
- Put away items in the yard, like garden tools, bicycles and toys.
- Make beds.
- Put away personal items in bathrooms.
- Take out trash and neutralize odors.
- Make sure your home is well lit. Open up shades and curtains to let light in.
- Remove clutter from tables, shelves and counters. Less clutter makes the space look bigger.
- Be mindful of strong odors from cooking or pets and take steps to eliminate them
- Keep money, prescription drugs and other valuables out of view.
- Turn TVs off.

## Services for Sellers

When it comes time to sell your home, you want the best price and the most favorable terms. When I market your property you receive my customized approach, personalized just for you. I will support you in all facets of marketing, from preparing your house to sell, to print and internet advertising.

### Services Include:

- Conduct Initial Walk-Through and Seller's Goal Interview
- Complete Market Analysis of home including current Market Trends
- Staging Advise
- High Quality Pictures for Listing and Marketing
- 2 MLS listings for Maximum Exposure
- Create Customized Marketing and Communication Plans
- Arrange Showing Appointments
- Receive and Present Offers
- Assist with Negotiations
- Review and Explain the Formal Sales Contract
- Ensure Satisfaction of Contract Contingencies and Timelines
- Coordinate Inspections and Survey
- Oversee Mortgage Approval Process
- Coordinate Final Walk-Through Inspection
- Coordinate Signing Appointments

**Scan Here for  
Client Testimonials**



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# Marketing Plan

It is my objective to have as many qualified buyers see your property until it is **SOLD**.

## My marketing plan includes:

- Property listed on South Texas and Rockport MLS systems
- Listed on Spears & Co Website, [www.Spearsandcorealestate.com](http://www.Spearsandcorealestate.com)
- Listed on [www.BuyRKPT.com](http://www.BuyRKPT.com) website
- Listed on Realtor.com, Zillow.com, Truila.com and many more national home search websites
- New Listing, Open House and Price Change posts on FaceBook
- Custom made, professionally designed full color flyers and marketing pieces
- For Sale sign with appropriate riders
- Full Color Photography

## Additionally, as determined by your specialized marketing plan:

- Aerial Photography and Drone Footage
- Open House with Local Advertising
- Custom Property Amenities Sheets
- Virtual Walk-Throughs
- Listing Postcards
- Realtor Preview or Luncheon
- Print Ads in Real Estate Publications



**Just LISTED!**

**2113 W Wind, Ingleside**  
3 Beds, 2 Baths, 1401 sqft

**836 Hickory Ave, Rockport**  
3 Beds, 2 Baths, 1648 sqft

**TEXAS BUYRKPT REAL ESTATE**

*Love Where You Live*



**127 BISMARCK LN**

*Open House*

**Saturday 2-4**

**Sarah Sells, Realtor**

**More information**  
361-729-1144  
[www.BuyRKPT.com](http://www.BuyRKPT.com)

**4 Bedrooms  
3.5 Full Baths  
Water Front**



## Frequently Asked Questions

### How long will the sale take?

- Typically **30-45 days** from Escrow to Closing. Financing, Inspections, Survey and Appraisal all contribute to the time to close.

### What is a Seller's Market?

- There are many interested buyers, but the inventory is low. In a seller's market, **homes sell faster**, and buyers must compete with each other in order to score a property.

### What is a Buyer's Market?

- There are not a lot of buyers, but there are a lot of houses on the market. In a Buyer's Market, **buyers have more power** to negotiate pricing and concessions.

### What is the difference between Assessed Value and Market Value?

- Assessed value is a valuation placed on a property by a public tax assessor for purposes of taxation. Market value is the price that informed buyers are willing to pay for a property.

### How do you determine how much a home is worth?

- By running a comparative market analysis. This process involves finding similar properties ("comps") that sold within the past 90 days. It also requires knowing current market trends.

### What should I disclose to potential buyers?

- When selling a home, it's important you disclose to potential buyers **anything you are aware of** in your home. If you're aware of defects, whenever possible, fixing them before going on the market is best. This can avoid potential issues once your home is under contract, after inspections, and even years after you have sold your home.

### What are some examples of lender required repairs?

- Issues of safety, security or soundness of a home which includes roofs, electrical, water heaters, and **property access**.

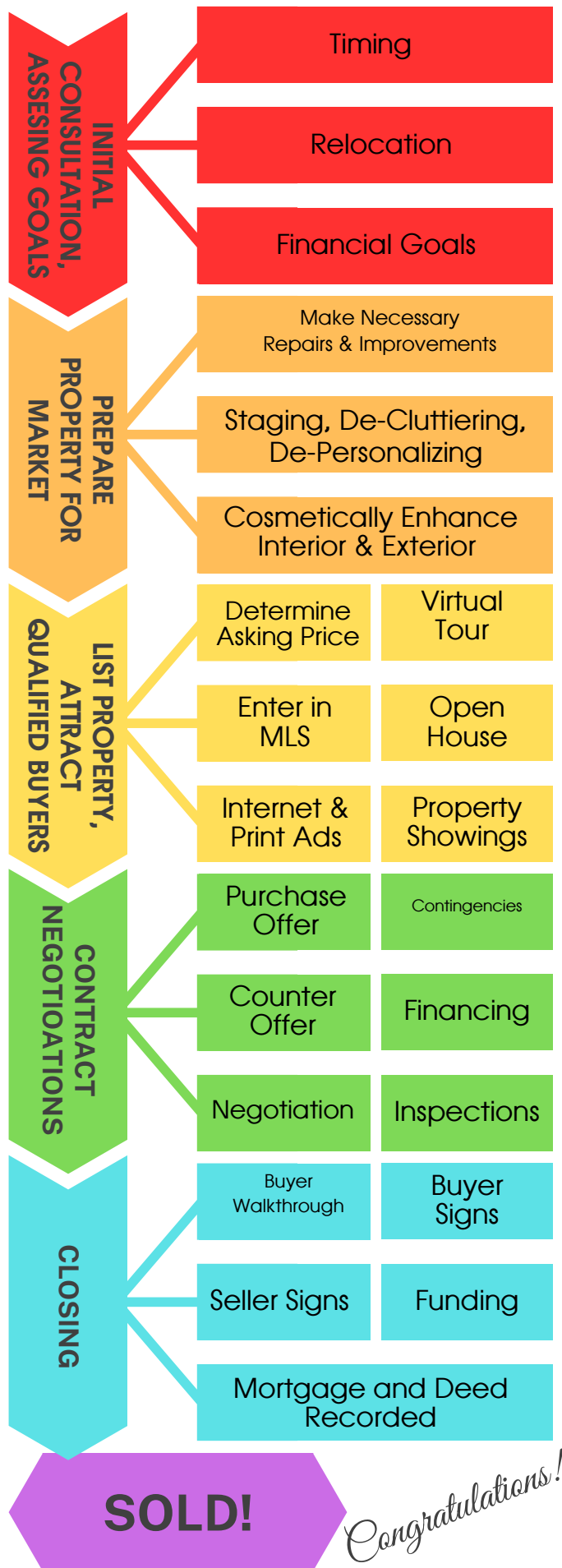
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# Real Estate Transaction From Listing to Close

## Mission Statement



Love where you live! I do! Growing up on the Gulf Coast has been a wonderful life experience and sharing it with others is my passion.

My professional background includes real estate, marketing and small business owner. I enjoy working with buyers to find their dream home and sellers to start the next chapter of their lives.

When stepping into the real estate circle, you'll want to find an agent that makes time for you. Someone who listens to you and to what your needs are. A person that can provide expert advise in prepping you and your home for what's about to happen. Change is coming and you want to be ready. Well, I'm that AGENT.

Specializing in staging and coordinating home preparedness. When you have me, you have my rolodex! Whether you live here full time, part time or not at all, I help with ensuring you have less to worry about. You are after all about to engage in one of life's largest decisions - selling or buying your home!

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# Real Estate Terminology

**Appraisal** — A report highlighting the estimated value of the property completed by a qualified 3rd party. This is typically done for the benefit of the buyer to ensure the property is worth what they are paying.

**Association Fee/HOA Fee** — In addition to a mortgage, certain housing communities such as town homes have a monthly fee associated with maintaining the common areas and amenities.

**Closing** — This is the final meeting where the buyer and seller sign the necessary paper-work, complete the transaction, and release/take possession of the property. Usually the representing agents and attorneys attend.

**Closing Costs** — The buyer and seller have expenses associated with the transaction other than that of the actual cost of the home. For example, the buyer has a variety of fees due for obtaining a new loan and the seller must pay commission to both agents.

**Closing Disclosure** — A form that provides the final details about the mortgage loan. It includes loan terms, projected monthly payments, and how much the extra fees will be.

**Commission** — A percent of the sale price of the home that is paid to agents. The seller often pays commission to both the buyer and listing agent.

**Comparables** — Homes in the area of interest that have recently sold that have similar features.

**Contingencies** — Conditions which must be met in order to close. Contingencies are typically tied to a date, referred to as a deadline. If the contingency is not satisfied the contract may be canceled.

**Counteroffer** — The response from the seller in regard to an offer.

**Down payment** — A percent of the cost of the property that is paid up front as a part of the mortgage.

**Earnest Money** — The deposit made from the buyer to the seller when submitting an offer. This deposit is typically held in trust by the escrow company. Upon closing the money will generally be applied to the down payment or closing cost.

**Escrow** — This term has multiple meanings; earnest money is typically held by a third party until closing in “escrow”. It can also be referred to as the time period from when the contract is written and accepted by the seller to when the home sale actually closes.

**Equity** — The difference in the market value of a home versus what is owed on the home.

**FHA** — A mortgage that is financed through a private lender and insured by the Federal Housing Administration, often requiring a lower down payment and income to qualify.

**Home Inspection** — The process in which a professional inspects the seller’s home for issues that are not openly apparent, then creates a report for the buyer to review.

**Home Protection Plan** — An annual service that covers the cost of repairs or replacements to items covered in the plan; items like stoves, washer/dryers, etc. Also called Home Warranty.

**Mortgage Insurance** — Insurance written in connection with a mortgage loan that protects the lender in the event the borrower cannot repay their loan. This is usually not required if the borrower has 20% or more for the down payment.

**Multiple Listing Service (MLS)** — The national list of real estate properties that are available for sale. These are the most reliable sources to receive up-to-date listing information.

**Pre-Approval** — The process in which a buyer must provide a mortgage professional the appropriate information on income, debts, and assets that will be used to make the initial credit only loan decision.

**Pre-Qualification** — Once approved for a loan, this is the process in which the maximum sale price, loan amount, and monthly payments are calculated for the borrower. This is not a loan approval however, it is useful to know prior to searching for a home.

**Property Taxes** — These are the taxes that are enforced by the city, town, county, and state government entities. These taxes are included in the total monthly mortgage payment and are held in escrow by the lender.

**REO** — Real estate owned properties or foreclosed properties currently owned by a financial institution such as the bank that made the loan to the previous owner

**Short Sale** — A situation when the seller’s lender is willing to accept an offer and allows the sale to be completed for an amount less than the mortgage amount owed by the seller.

**Title** — A legal document proving current and proper ownership of the property. Also referred to as a Title Deed, this document highlights the history of property ownership and transfers.

**Underwriting** — The process in which the potential home buyer is evaluated for their financial ability to obtain and repay a loan. This normally consist of a credit check and appraisal of the property.

**VA Loan** — Loans that are given to Americans who have served in the armed forces. They are a benefit provided by the Department of Veteran Affairs.